

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 18, 1997

RJR Account #533288  
Mr. B. Corrigan  
JONES MCINTOSH, INC.

## **SEPTEMBER DORAL B2G1F / PROMOTION #701143**

Dear Bill:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 150 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	10
Light Men 100	12300-22592	10
Light 100	12300-22589	10
FF 100	12300-22590	5

### **DISPLAY DETAIL**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS **STRONGLY RECOMMENDED** THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is **NOT** added to Display)

EFT \$ Amount:

\$4,932.41

Non-EFT \$ Amount:

\$N/A

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-2-

B2G1F

JONES McINTOSH, INC.

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.**

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED 'RETAILER LETTER'  
(USE ATTACHED AS 'MASTER' TO MAKE NECESSARY NUMBER OF COPIES OF 'RETAILER LETTER')

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

**RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.**

**(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$171.50 (12.25 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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# Here's A September Offer That's Sure To Please:

## Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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WHOLESALER : 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>  
 TEMPLATE : 701143 70900 DOR B2G1F SEPT  
 TEMPLATE SEQ : 0014  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	075877	NORTHSIDE FOOD & BE	233 NORTH ST	AUBURN	NY	13021	1				(315)252-1235
162202	162232	284661	NOBLES CONV MART	91 SYRACUSE ST	BALDWINVILLE	NY	13027	1			0976	(315)635-1223
162202	162237	328323	SUNSHINE MINI	500 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)453-6344
162202	162238	337722	VILLAGE STOP SHOP	102 S MAIN ST	CENTRAL SQUARE	NY	13036	1				(315)676-2347
162202	162237	458253	YOUR NEIGHBORHOOD S	302 MALDEN RD	MATTYDALE	NY	13211	1				(315)455-1234
162202	162230	464894	SUNSHINE MINIMART #	3000 BELGIUM RD	BALDWINVILLE	NY	13027	5				(315)638-4090
162202	162230	491331	JOHN GLENN SERVICE	RT. 57 @ JOHN GLE	LIVERPOOL	NY	13088	1				(315)457-5132
162202	162238	587630	MS GILL AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	13212	1				(315)455-1786
162202	162230	647727	A-PLUS MINI MARKET	7653 MORGAN RD.	LIVERPOOL	NY	13090	1		0362-0102		(315)652-7427
162202	162237	655485	MS GILL A-PLUS	5136 TAFT & BUCKL	LIVERPOOL	NY	13088	1		0362-0102		(315)458-2996
162202	162238	696065	CICERO GAE & GROCER	6190 S BAY RD	CICERO	NY	13039	1				(315)699-1970
162202	162230	718856	BALDWINVILLE A-PLU	35 E GENESEE ST	BALDWINVILLE	NY	13027	2		0362-0102		(315)635-6035
162202	162232	738679	MC'S	247 W GENESEE ST	AUBURN	NY	13021	2				
162202	162237	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL	LIVERPOOL	NY	13088	1				(315)457-2020
162202	162232	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINVILLE	NY	13027	5		0362-0102		(315)635-3556
162202	162238	762794	GEETA CORP APLUS	5824 E TAFT RD	NORTH SYRACUSE	NY	13212	1	NYS	0362-0102	044115	(315)458-3903
162202	162237	762896	R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	13088	1	NYS			(315)457-2462
162202	162232	269019	GEORGES GROCERY	1292 WATERLOO GEN	WATERLOO	NY	13165	3	NYS		7434	(315)539-4536
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	2				(315)422-3052
162205	162237	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	13206	5				(315)463-0491
162205	162237	649134	A-PLUS #4389	2500 ERIE BLVD.	SYRACUSE	NY	13224	1		0362-0102	042416	(315)446-1921
162205	162230	656818	EXPRESSWAY MKT	3226 S. SALINA ST	SYRACUSE	NY	13205	3				(315)492-2574
162205	162237	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	13208	2				(315)475-0143
162205	162237	696028	MAJOR GASLAND INC.	1825 TEALL AVE	SYRACUSE	NY	13206	1		0362-0102		(315)437-6096
162205	162237	696125	STAFFORD CONVENIENC	372 STAFFORD AVE	SYRACUSE	NY	13206	1				(315)433-0124
162205	162237	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	13203	2				(315)474-4354
162205	162230	706003	VILLAGE MARKET	2261 MILTON AVE	SOLVAY	NY	13209	1				(315)487-2979
162205	162237	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315)474-0721
162205	162230	721872	NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	13202	2				(315)478-5723
162205		722158	M&M GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	13202	1				(315)425-9447
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	3				(315)424-9506
162205	162237	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	13208	3				(315)454-2013
162205	162237	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	13206	1				(315)432-0152
162205	162237	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	13208	5				(315)423-3773
162205	162237	744911	PAVIAS MARKET	854 N SALINA ST	SYRACUSE	NY	13208	3				(315)422-7961
162205	162237	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	13206	4				(315)463-9334
162205	162237	762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	13203	3				(315)472-1119
162205	162230	763105	ON THE RUN	968 E BRIGHTON AV	SYRACUSE	NY	13205	1		1449-0000		(315)492-1150
162205	162230	375584	OLYMPIC NEWS	109 S WARREN ST	SYRACUSE	NY	13202	1				(315)474-9564
162205	162230	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	13204	5				(315)474-7704
162205	162230	431998	POOLERS GROC & DELI	301 S LOWELL AVE	SYRACUSE	NY	13204	2				(315)476-3720
162205	162237	500127	THE DEPOT	6497 E SENECA TPK	JAMESVILLE	NY	13078	2				(315)492-4741

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 8  
 DATE: 97-06-30  
 TIME: 09:21 AM  
 WHOLESALE: 533288 JONES MCINTOSH TOBACCO CO. <DIRECT>  
 TEMPLATE: 701143 70900 DOR B2GIF SEPT  
 TEMPLATE SEQ: 0014  
 SALES LEVEL: 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	561366	ABROT'S BIG "M"	4916 CROLLER RD	SYRACUSE	NY	13215	1			(315) 469-6661	
162205	162237	577619	CDC MINI MART, INC	1431 N SALINA ST	SYRACUSE	NY	13208	5			(315) 479-5080	
162205	162237	022805	OGDEN MINI MART	6325 THOMPSON RD	SYRACUSE	NY	13206	1			(315) 463-2905	
162205	162230	042749	DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY	13204	2			(315) 476-1757	
162205	162230	056128	DESIMONE'S SERVICE	680 S SALINA ST	SYRACUSE	NY	13209	2			(315) 476-6903	
162205	162230	060876	OGDEN MINI MART	1883 STATE FAIR B	SYRACUSE	NY	13209	2			(315) 638-7130	
162205	162237	085107	BEST DAIRY	2342 COURT ST	SYRACUSE	NY	13208	1			(315) 454-0910	
162205	162230	171329	LAFAYETTE IGA #810	2512 ROUTE 11 BX	LA FAYETTE	NY	13084	1			(315) 677-3301	
162205	162230	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TWP	JAMESVILLE	NY	13078	2			(315) 492-1684	
162205	162237	173012	ROCKY'S NEWS	447 N SALINA ST	SYRACUSE	NY	13202	2			(315) 422-1997	
162205	162237	172876	STUDENT CHOICE FOOD	137 MARSHALL ST	SYRACUSE	NY	13210	1			(315) 475-7201	
162205	162237	172810	IKES SUPERETTE	210 PARK ST	SYRACUSE	NY	13203	2			(315) 472-7672	
162205	162230	173058	DURSTONS	515 W GENESEE ST	SYRACUSE	NY	13204	3			(315) 471-1823	
162205	162237	172876	STUDENT CHOICE FOOD	137 MARSHALL ST	SYRACUSE	NY	13210	1			(315) 475-7201	
162205	162237	171685	TEMPLE DAIRY	312 FAYETTE ST	MANLIUS	NY	13104	1			(315) 682-6367	
162206	162236	519349	PYLE RD CONVENIENCE	991A PYLE RD	KIRKVILLE	NY	13082	4			(315) 687-3400	
162206	162235	599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	13501	1			(315) 733-8013	
162206	162237	662855	A-PLUS #4212	3492 ERIE BLVD E	DEMITT	NY	13214	1			(315) 749-4656	
162206	162235	681168	JOE'S ADIRONDACK	STORE	COLD BROOK	NY	13324	2			(315) 826-7550	
162206	162236	762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	13057	4			(315) 463-0943	
162206	162235	400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	13501	3			(315) 732-5670	
162206	162234	177362	MILLERS NEWS STORE	48 CHURCH ST	CANADAMARIE	NY	13317	3			(315) 446-6241	
162206	162234	527607	NICE N EASY #2401	703 S MAIN ST	NEWARK	NY	14513	1			(315) 331-5090	
162206	162231	579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	14867	1			(607) 275-0129	
162206	162233	6373	VICTOR CONVENIENCE	6373 VICTOR MANCH	VICTOR	NY	14564	3			(716) 742-2150	
162206	162233	657233	VALVANO'S CLIFTON N 22 W MAIN STREET	CLIFTON SPRING	NY	14432	2				(315) 462-5297	
162206	162230	677756	RAEYANN INC.	DBA SCHAEFFER'S MK	SODUS	NY	14551	1			(315) 483-4509	
162206	162624	750230	VALVANOS PALMYRA NE 212 E MAIN ST	PALMYRA	NY	14522	1				(315) 597-8851	
162206	162624	268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	14513	5			(315) 331-7438	

0362-0102

148

TOTAL QUANTITY

73

PAGE BREAK TOTAL ACCOUNTS

148

TOTAL QUANTITY

73

TEMPLATE TOTAL ACCOUNTS

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To All RJR Retail Partners

## RETAILER LETTER

### DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS

**IMPORTANT NOTE:** THIS IS NOT A MISTAKE AT YOUR WHOLESALE.  
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALE.  
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR.DOC

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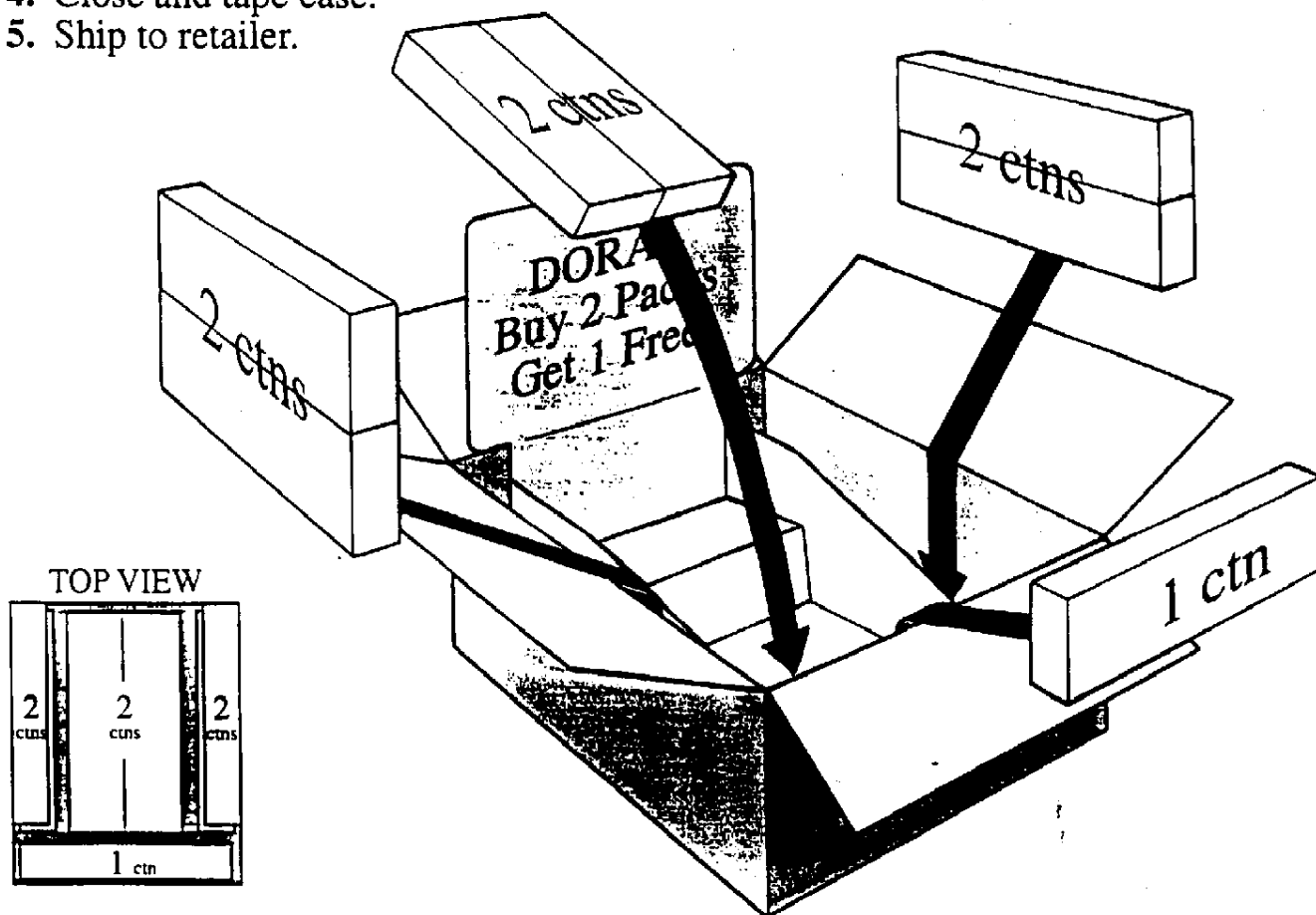
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.  
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 533288	JONES MCINTOSH INC
VOUCHER NUMBER: 15377529	4036 NEW COURT AVE
DATE WRITTEN: 11/05/97	SYRACUSE , NY 13206
STATUS: PAID	
AMOUNT PAID: 186.20	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	13.30	186.20

EXPLANATION: NOV DOR B2G1F 701647 HB

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